

TRADITIONAL MARKETING AND MODERN MARKETING STRATEGIES IN POST LOCKDOWN PERIOD

Dr. Ninad Narayan Kashikar

Assistant Professor

Kamla Nehru Mahavidyalaya,

Nagpur

Email id ninadkashikar@yahoo.com

Hon'ble Prime Minister Modiji announced the first 21 days of India's lockdown on 24 March. During this address to the nation he said, "Jaan hai toh jahaan hai" (Only if there is life there will be livelihood) On 11 April, in a meeting with the Chief Minister's of India, the Prime Minister said "Our mantra earlier was "Jaan hai toh jahaan hai" but now it is "Jaan bhi jahaan bhi"

(Both, lives and livelihood matter equally)." On 12 May, the Prime Minister addressed the nation saying that the coronavirus pandemic was an opportunity for India to increase self-reliance. He proposed the Atmanirbhar Bharat Abhiyan (Self-reliant India Mission) economic package. Due to this pandemic everyone compelled to rethink on their marketing management strategies to overcome from this situation. Traditional marketing and Modern marketing are the two methods available for marketers. Every strategy has its own pros and cons. Hence we must understand the concept of Traditional and Modern marketing.

Traditional Marketing

Traditional marketing is the convenient way of marketing that is used for targeting customers with various offline advertising and Promotional Medias

These include:

1. Print – which mainly consist of magazines, newspapers, pamphlets etc.
2. Broadcast – includes TV, radio advertising etc.
3. Direct Mail - catalogs, postcard, etc.

4. Telephone - This involves telemarketing, SMS marketing, etc.

5. Outdoor - includes hoardings, flyers, etc.

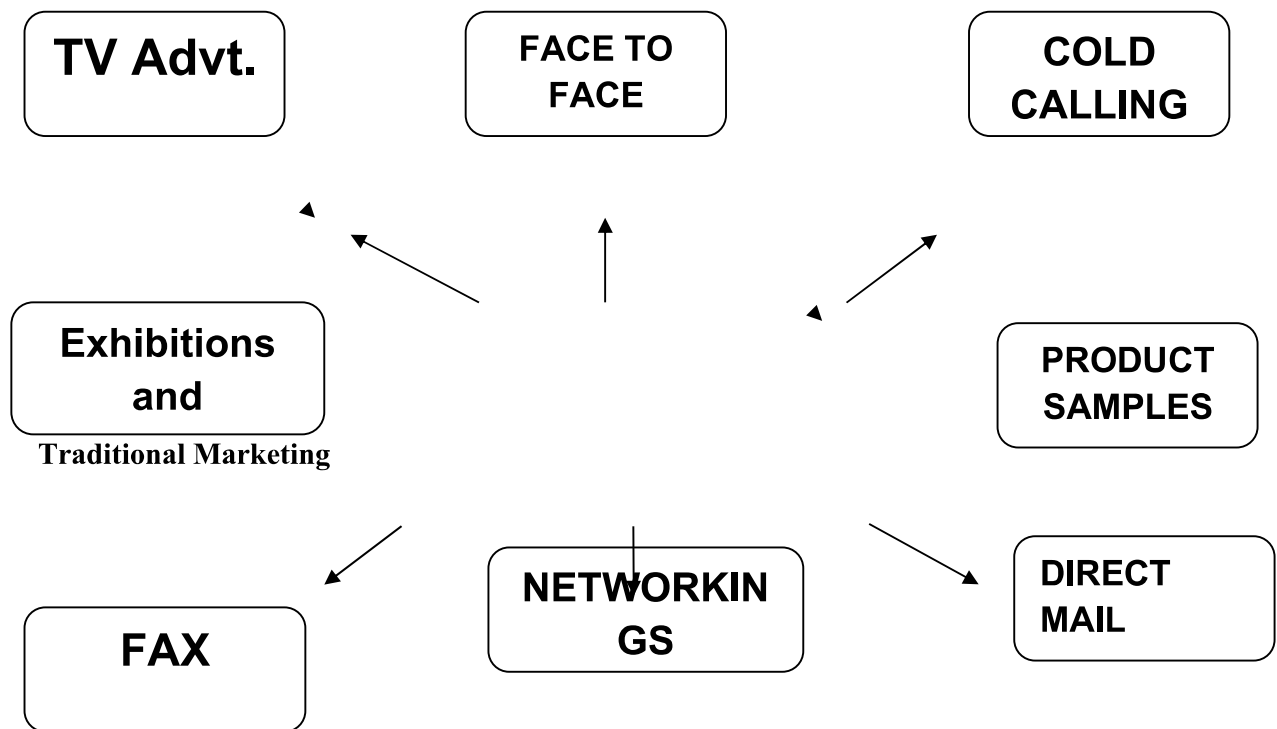
In traditional marketing an attempt is made to attract the new customers and retain existing customers. It is also creating an experience that the audience is likely to want to return to.

In this sense, "traditional" marketing means value-creation and delivering value to the customers. The success of traditional marketing, is depends on creating a good experience – which will bring the customer to choose to come back to again and again.

The main motto of traditional marketing is “Customer is always right” Most of the companies are still using traditional marketing approach, but relies on 4P’s of marketing - price, place, product, and promotion. Most often the small business owners use the words “marketing” and “advertising” interchangeably, but its just a matter of how and where we are using it.

There are some advantages of traditional marketing

- 1) Easy to reach rural and sub urban customers : When the target group of customers are the local consumers, then it is easy to reach such audience in traditional marketing example a radio ad is very useful marketing method to employ in this case
- 2) Promotional material can be used frequently : Promotional resources like Printing material, posters, Hoardings can be used anywhere and any time
- 3) Success rate is proven and very high : These days everything is going to be digital still this type of marketing is proven to be successful. The simple reason is it is tried and tested.



(Diagrammatic representation of Traditional Marketing)

References :